

Lake City Reporter

Your Community Newspaper Since 1874

2022 ADVERTISING RATE CARD

EFFECTIVE JANUARY 1, 2022

LAKE CITY REPORTER

- Demographics
- Retail/Preprint Rates and Schedules
- Classified Rates and Schedules
- Online Advertising Rates
- Mechanical Sizes

CURRENTS Magazine

North Florida HomeSeller Event/Special Products

- Rates and Schedules
- Mechanical Sizes

Lake City Reporter

CURRENTS Magazine • lakecityreporter.com

180 E. Duval St., Lake City, FL 32055 • Mailing address: P.O. Box 1709, Lake City, FL 32056

386-752-1293 • Fax: 386-752-9400



Lake City Reporter

Founded 1874

Columbia County Demographics

Conveniently located at the crossroads of Interstate 75 and Interstate 10, Columbia County, Florida, is a desirable spot for business and distribution. Its close proximity to quality airports such as Jacksonville and Gainesville add to the ease of travel to and from our area.

Natural resources like the Ichetucknee River, the historic Suwannee River and many lakes and woodlands enhance the quality of life in and around Columbia County.

Geographic Quick Facts

County Land Area..... 801 sq. miles
City Land Area 11.8 sq. miles

Labor Analysis

Radius of Labor Drawing Area.....30 miles
Estimated Available Labor Force 212,000

People Quick Facts

Columbia County Population71,686
Male.....36,103
Female.....33,094
Median Age 40
Under 5 Years 4,042
18 Years and Over.....52,204
65 Years and Over.....13,452
White.....54,155
Black or African American13,033
American Indian/Alaskan418
Asian.....697
Hispanic or Latin4,670
Other.....1,394

Education

High School Graduates
% of persons 25+86.1%
Bachelors Degree
% of persons 25+ 14.9%

Business Quick Facts

Retail Sales (\$1,000) 862,158
Retail Sales Per Capita \$12,692

Economic Characteristics

In Labor Force (16 yrs +)..... 36,847
Median Household Income \$44,491

Household Characteristics

Total Housing Units29,300
Occupied Units20,920

Source: U.S. Census Bureau Quick Facts, July 1, 2019

–Published Tuesday through Saturday/Sunday–

Administration

Publisher Todd Wilson
Editor Jamie Wachter
Advertising Director Chris Ratliff
Business Development Manager Monja Slater
Circulation Director Sara Mercer

Commission/Terms of Payment

- All local advertising rates are net and non-commissionable and payable in advance, unless prior credit has been established.
- Payment is due by the 15th after period close and considered past due after that date.
- A 1.5% charge per period (18% per year) will be added to any unpaid balance. Any collection fees incurred will be borne by the advertiser.
- Payment for ads placed by agencies on behalf of a customer is the ultimate responsibility of the customer.

Rate Policy

Publisher reserves the right to adjust rates upon 30 day written notice. Some conditions apply. Position consideration is given to requests.

Contract Regulations

A) Assignment – for value received, advertiser hereby assigns to publisher all right, title and interest in and to all layouts of advertisements placed with the Lake City Reporter which represent the creative efforts of the staff and/or utilization of its own illustrations, art, labor, composition or material. Advertiser understands that because of said assignment, he cannot authorize photographic or other reproduction of any such advertising layout appearing in the newspaper in any other publication without the express written consent of the publisher.

B) In the event any tax is imposed on newspaper advertising, such tax or taxes shall be added to all rates and paid by the advertiser.
C) The Publisher reserves the right to revise, edit or reject any or all copy. The advertiser agrees to indemnify and hold harmless the Publisher against any and all loss, damage, cost and expense which the Publisher may incur or become liable for by reason of any and all claims or actions for libel, violation or right to privacy, plagiarism, copyright infringement and any and all other claims in connection with advertising matter published pursuant to the terms and provision of the agreement, including without limitation the expense and cost of defending any and all such claims and actions.

D) Advertising resembling news content must carry the word "Advertisement" at the top of the ad.

E) The Lake City Reporter shall be under no liability for its failure for any cause to insert an advertisement.

F) The advertiser shall pay the cost of composition of advertisement set upon advertiser's request but not used. Said advertisement may not be used in any other publication.

Ad Submission

Submit ad to ads@lakecityreporter.com

Combination Rates

Discounts may be offered for insertions of the same ad in the Jacksonville Beaches Leader/ Ponte Vedra Leader, Palatka Daily News, Fernandina Beach News Leader, Nassau County Record, Camden County Tribune-Georgian and other CNI newspapers located in North Georgia and Western North Carolina.

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Lake City Reporter

Lake City Reporter Local Advertising Rates

A. Weekly Frequency Rates Per Inch

| | 3" | 6" | 10" | 15" | 30" | 63" | 126" |
|----------------|---------|---------|---------|---------|---------|---------|---------|
| 6-Week | \$13.16 | \$13.01 | \$12.85 | \$12.70 | \$12.60 | \$12.55 | \$12.34 |
| 13-Week | \$12.44 | \$12.34 | \$12.19 | \$12.09 | \$11.93 | \$11.88 | \$11.73 |
| 26-Week | \$11.78 | \$11.73 | \$11.53 | \$11.42 | \$11.32 | \$11.27 | \$11.22 |
| 52-Week | \$11.17 | \$11.07 | \$10.91 | \$10.81 | \$10.71 | \$10.66 | \$10.51 |

Contract required for weekly frequency rates.

Must commit to same size ad or larger for contract period. Ads may be repeated a second or more times within 6 days of the original ad and receive the following discounts off each ad. No copy changes allowed for discount.

Frequency Discount Additions

Note: Discounts apply to same ad running during 7-day period

| | |
|--------------------------------|------------|
| First Ad In 7 Day Period | Full Price |
| Second Ad in 7 Day Period..... | 25% Off |
| Third Ad in 7 Day Period..... | 35% Off |
| Fourth Ad in 7 Day Period..... | 50% Off |

B. Retail – Net (Per Inch)

| | | |
|------------------|----------------------|------------------------|
| Open Rate | Daily \$24.00 | Weekend \$25.00 |
|------------------|----------------------|------------------------|

C. Charity Rate (Per Inch).....\$9.75

Applies to established churches, charitable, civic and fraternal organizations as approved by the Publisher. State tax exempt number may be requested.

D. Monthly Frequency Rates

| Size | Rate Per Ad | Rate Per Run | Monthly Frequency | Monthly Total |
|------|-------------|--------------|-------------------|---------------|
| 3" | \$5.00 | \$15.00 | 20 | \$300.00 |
| 4" | \$4.50 | \$18.00 | 20 | \$360.00 |
| 6" | \$4.00 | \$24.00 | 20 | \$480.00 |

No copy changes allowed. Same ad must run for 20 consecutive days.

E. Page 1 Banner

6 column by 3 inches. Rates include process color.

| Frequency | Daily Rate | Weekend Rate |
|-----------------|------------|--------------|
| 1-5 insertions | \$475.00 | \$525.00 |
| 6-12 insertions | \$450.00 | \$495.00 |
| 13+ insertions | \$425.00 | \$465.00 |

Color Rates

Color advertising is available daily, subject to occasional press limitations.

| | |
|---------------|----------|
| 3"-10"..... | \$35.00 |
| 11"-20"..... | \$55.00 |
| 21"-30"..... | \$90.00 |
| 31"-40"..... | \$110.00 |
| 41"-50"..... | \$150.00 |
| 51"-62"..... | \$190.00 |
| 63"-126"..... | \$225.00 |

Guaranteed Placement

Add 25% to guarantee placement. Some conditions apply.

Closing Times for Display and Legal Advertising

| | |
|------------------------|---------------------|
| Tuesday Edition..... | Wednesday 4:00 p.m. |
| Wednesday Edition..... | Thursday 4:00 p.m. |
| Thursday Edition..... | Friday 4:00 p.m. |
| Friday Edition..... | Monday 4:00 p.m. |
| Weekend Life..... | Monday 4:00 p.m. |
| Weekend Edition..... | Tuesday 4:00 p.m. |

Circulation

Average daily circulation is 6,500.

Readership

| | |
|--------------|--------|
| Daily..... | 22,750 |
| Weekend..... | 22,750 |

City and Retail Trading Zones/Lake City, Florida

Distributed throughout Columbia County.



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Lake City Reporter

Lake City Reporter Classified Rates

Classified Line Ad Rates

3 Line Minimum, 1 and 2 Day Rates \$2.95 Per Line*

Consecutive Insertions

| | |
|---|-----------------|
| 3 | \$1.95 per line |
| 4-6 | \$1.80 per line |
| 7-13 | \$1.75 per line |
| 14-23 | \$1.50 per line |
| 24 or more | \$1.25 per line |
| Private Party items valued under \$100..... | \$5.00 |
| (3 line, 5 day) | |

Recruitment Advertising

3 Line Minimum, 1 and 2 Day Rates \$3.45 Per Line *

Consecutive Insertions

| | |
|------------------|-----------------|
| 3 | \$2.75 per line |
| 4-6 | \$2.55 per line |
| 7-13 | \$2.45 per line |
| 14-23 | \$2.15 per line |
| 24 or more | \$1.95 per line |

Miscellaneous

| | |
|--------------------------------------|----------------------|
| Church Directory (Friday) | \$1.85 per line |
| Church Page Sponsor | \$16.00 per ad |
| Funeral Notices..... | \$70.00 for 40 lines |
| ~ \$3.50 for additional lines | |

All funeral notices are published on the Lake City Reporter's website at www.lakecityreporter.com and legacy.com.

| | |
|-----------------------------|-------------------------|
| Legal Rate..... | \$16.00 per column inch |
| Reporter Box | You Pick-Up \$8.50 |
| Reporter Box | Mailed \$15.00 |
| Private Party Tribute | \$12.00 per column inch |

Lake City Reporter

Business Directory Rates

Online Advertising Rates

Classifieds

**2x3
AD SIZE**
3.458" x 3"
\$22.50/wk*

**1x1
AD SIZE**
1.667" x 1"
\$12.50/wk*

**1x1.5
AD SIZE**
1.667" x 1.5"
\$15.00/wk*

**1x2
AD SIZE**
1.667" x 2"
\$17.50/wk*

***Minimum 4 week run.**
**Ads published in every
Fri & Sat edition.**

www.lakecityreporter.com

| | | |
|--|---|--|
| Leader Board (728px x 90px) Run of site | Medium Box (300px x 250px) Run of site | Home Page Banner (468px x 90px) Run of site |
| Cost \$200 per month | Cost \$200 per month | Cost \$350 per month |

No animation | Acceptable formats PNG or JPEG
Resolution 200 dpi | RGB Color mode
Send in your URL so ad can be linked to your site.
30-day minimum ad run.



LCR Social Rates

12-Month Contract: \$100/mo.
Month-to-Month: \$150/mo.

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Lake City Reporter

Lake City Reporter Preprinted Insert Rates

Preprinted Inserts

| Page Size | 1-3 Year | 4-11 Year | 12-23 Year | 24-39 Year | 40-47 Year | 48-59 Year | 60+ Year |
|------------------|----------|-----------|------------|------------|------------|------------|----------|
| Single | \$47 | \$42 | \$40 | \$38 | \$37 | \$36 | \$35 |
| 4 Full (8 Tab) | \$58 | \$55 | \$49 | \$46 | \$45 | \$44 | \$42 |
| 6 Full (12 Tab) | \$60 | \$56 | \$51 | \$47 | \$46 | \$45 | \$43 |
| 8 Full (16 Tab) | \$62 | \$56 | \$52 | \$48 | \$47 | \$46 | \$44 |
| 10 Full (20 Tab) | \$64 | \$58 | \$54 | \$49 | \$48 | \$47 | \$45 |
| 12 Full (24 Tab) | \$66 | \$59 | \$56 | \$52 | \$49 | \$48 | \$46 |

- All inserts must be full run quantities.
- Add \$4.50 per 4 pages over 24 pages.
- Rates apply to single advertiser inserts only.

Preprint rates are for preprinted circulars inserted in the Lake City Reporter. Preprint quantities should include all Circulation Zones. Frequency discounts are available only with a signed agreement.

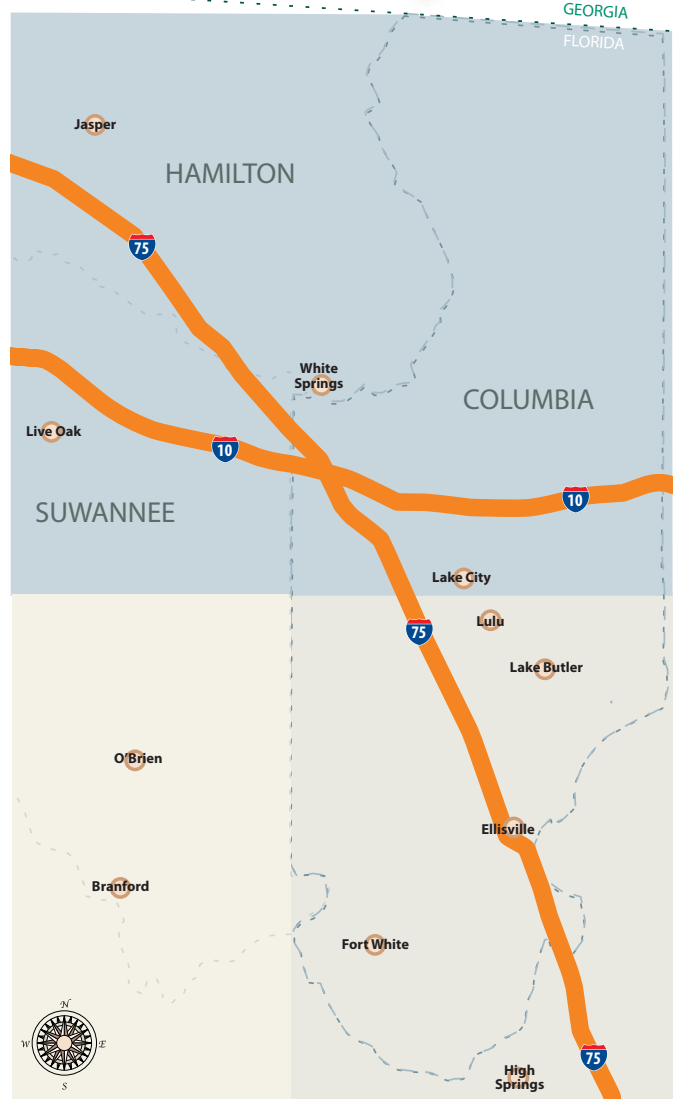
Reservations requested at least 7 working days prior to insertion delivery. Delivery accepted Monday thru Friday, 8 a.m. – 5 p.m.

SHIP TO: Palatka Press
1825 St. Johns Avenue
Palatka, FL 32177

Actual quantities distributed may vary from time to time due to changes in subscribers and seasonal fluctuations. Distribution estimates available on request.

Lake City Reporter

Distribution and available zip codes in Columbia County Florida.



- | | | |
|---------------------|------------------|-------------------|
| 32055 Lake City | 32024 Lake City | 32025 Lake City |
| 32060 Live Oak | 32008 Branford | 32054 Lake Butler |
| 32094 Wellborn | 32038 Fort White | 32061 Lulu |
| 32096 White Springs | 32071 O'Brien | |

Print and Deliver

Rates available upon request.

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Lake City Reporter Mechanical Sizes

Lake City Reporter ROP Depth Requirements

All copy measuring more than 18 inches in depth will be billed for the full 21 inches.

Standard Size

Column length – 21 inches • 6 Columns to a page – 10.625 inches wide.

| Columns | Width Inches | Width Picas |
|----------------|--------------------|-------------|
| 1 Column..... | 1.667 inches..... | 10p |
| 2 Columns..... | 3.458 inches..... | 20p9 |
| 3 Columns..... | 5.25 inches..... | 31p6 |
| 4 Columns..... | 7.042 inches..... | 42p3 |
| 5 Columns..... | 8.833 inches..... | 53p |
| 6 Columns..... | 10.625 inches..... | 63p9 |

- Ads may be emailed to: ads@lakecityreporter.com. Please copy account executive on all transmissions.
- Offset Web Press Process Color
- All ads submitted electronically must be accompanied.
- Send files in RIP-ready Postscript or PDF format with all fonts embedded/outlined and color converted to CMYK. PDFX-1a PDF files are preferred.
- JPEGs, EPS & TIFF acceptable as long as the file is CMYK and fonts are 100% black.
- Customer fonts cannot be loaded into the Lake City Reporter system.
- Convert all Duotones, RGB, Pantone and custom colors to CMYK or Grayscale.
- Set trapping prior to submitting document. If not set, program's default (if any) will be used.
- Objects to overprint or knock out must be selected and turned on by customer prior to submitting document. This includes graphics created in other programs (e.g., Illustrator) and placed in the document as well as objects/text created in the document.
- Camera Ready is defined as ready to go on the page.

Tab Modular Ad Sizes

| Ad Size | Width | Depth in Inches |
|---------------------------|------------------|-----------------|
| Full Page..... | 10.25"/61p6..... | 10.375" |
| Half Page Horizontal..... | 10.25"/61p6..... | 5.1" |
| Half Page Vertical..... | 5"/30p4.5..... | 10.375" |
| Quarter Page..... | 5"/30p4.5..... | 5.1" |
| Eighth Page..... | 5"/30p4.5..... | 2.45" |

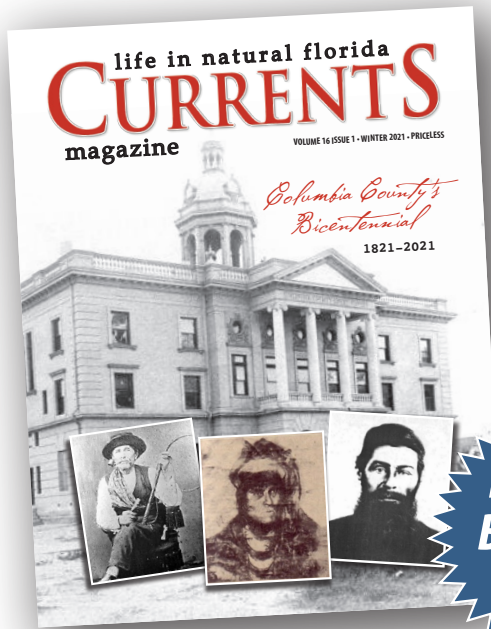


Special Tab Size

| Ad Size | Width in Inches | Depth in Inches |
|-------------------------------------|-----------------|-----------------|
| Full Page..... | 10.25" | 11.25" |
| Half Page Horizontal..... | 10.25" | 5.5" |
| Half Page Vertical..... | 5" | 11.25" |
| Quarter Page..... | 5" | 5.5" |
| Banner (when available)..... | 10.25" | 3.7" |
| Value Ad (when available)..... | 2.3" | 5.5" |
| Business Card (when available)..... | 5" | 3.7" |

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Receive a Bonus Ad!
Ask for details

Lake City Reporter CURRENTS

2022 Publication Schedule

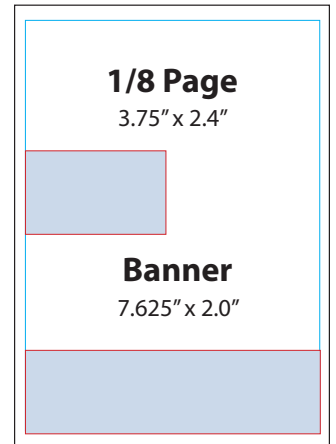
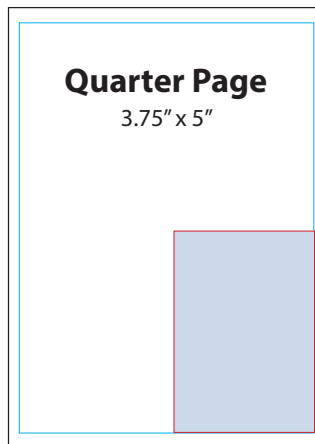
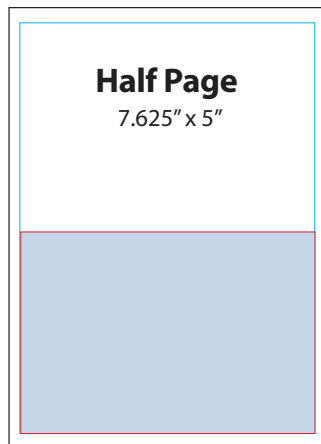
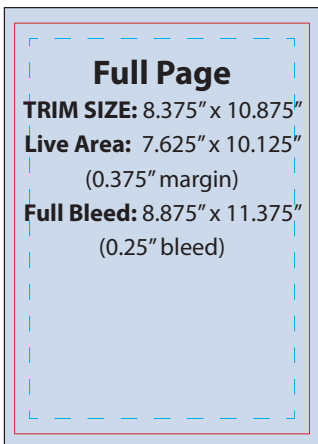
SPRING, March 2022
SUMMER, June 2022
FALL, September 2022
WINTER, November 2022

Advertising Rates

| Ad Size | 1x | 4x |
|------------------------|--------|--------------------|
| Back Page | \$1200 | <i>Sold!</i> \$858 |
| Page 3 | \$900 | \$700 |
| Inside Back Page | \$800 | \$650 |
| Full Page | \$700 | \$575 |
| Half Page | \$400 | \$325 |
| Quarter Page | \$300 | \$195 |
| 1/8 Page | \$195 | \$125 |
| Banner | \$300 | \$185 |

Please add 2 weeks to deadlines for production of advertorials.

Look for us throughout the area!
Delivered to all Lake City Reporter subscribers, Plus...
135 locations
in Lake City and Columbia County
50 locations
in Live Oak and Suwannee County



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Lake City Reporter HomeSeller

North Florida HomeSeller

Monthly real estate publication.
Published the first Friday of each month, HomeSeller is distributed through the Lake City Reporter, in racks throughout Columbia County as well as through select retail outlets.

Ad Size

| | |
|-------------------------|-------|
| Spread | \$625 |
| Full Page | \$390 |
| Half Page | \$280 |
| Quarter Page | \$140 |
| Back Page | \$445 |
| Service Directory | \$59 |

HomeSeller Ad Sizes

| Ad Size | Width in Inches | Depth in Inches |
|---------------------------|-----------------|-----------------|
| Back Page | 8.37" | 10.87" |
| Full Page..... | 7.62" | 9.78" |
| Half Page Horizontal..... | 7.62" | 4.75" |
| Quarter Page..... | 3.68" | 4.75" |
| Service Directory | 3.68" | 2.25" |



Each ad, aside from the quarter page size, includes a digital Medium Box ad on Lakecityreporter.com each month with an annual agreement.

2022 PUBLICATION SCHEDULE

JANUARY

Closes: December 10, 2021
Published: January 7, 2022

FEBRUARY

Closes: January 14, 2022
Published: February 4, 2022

MARCH

Closes: February 11, 2022
Published: March 4, 2022

APRIL

Closes: March 11, 2022
Published: April 8, 2022

MAY

Closes: April 8, 2022
Published: May 6, 2022

JUNE

Closes: May 13, 2022
Published: June 3, 2022

JULY

Closes: June 10, 2022
Published: July 8, 2022

AUGUST

Closes: July 8, 2022
Published: August 5, 2022

SEPTEMBER

Closes: August 12, 2022
Published: September 2, 2022

OCTOBER

Closes: September 9, 2022
Published: October 7, 2022

NOVEMBER

Closes: October 14, 2022
Published: November 4, 2022

DECEMBER

Closes: November 11, 2022
Publishing: December 2, 2022



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